

Tourism Ecolabels: catalysing voluntary action in sustainable tourism

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40 years of Education for Sustainable Development



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Green Key

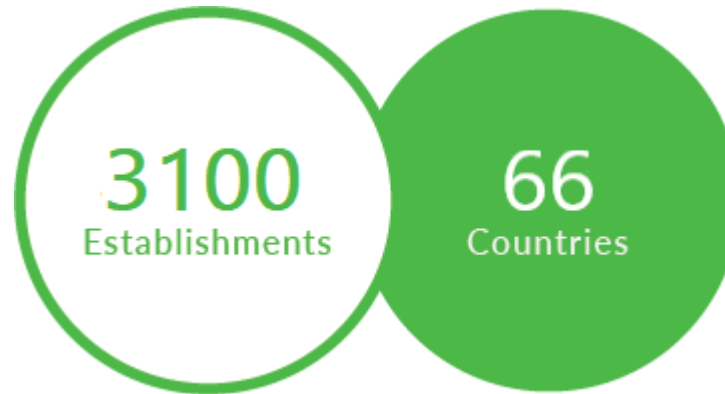


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How can tourism ecolabels (like **Green Key**) promote sustainable consumption in the tourism industry?

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Hotel & Hostel



Campsite &
Holiday Park



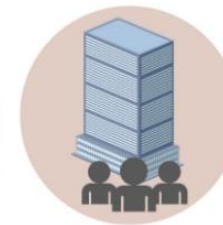
Small
Accommodation



Attraction



Restaurant



Conference
Center

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Ecolabels:
Tool
for
Businesses



- Help monitoring consumption
- Help optimising consumption
- Encourage sustainable consumption

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Case story: Detection of leak due to the monitoring of the monthly water consumption



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Case story: 'local lunch' to support local farmers market



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Ecolabels:

Tool
for
Travellers



- Increase visibility of responsible businesses
- Fight green washing
- Support responsible consumption behaviour

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Ecolabels: Challenges and Way forward



- Attitude-behaviour gap among travellers
- Low adoption rate among businesses
- ✓ Prove effectiveness
- ✓ Improve marketing
- ✓ Verify credibility